D. Comprehensive Plan

METHODOLOGY FOR DELIVERY

Our project and implementation procedure for media planning, development and production is described below. Please note that some of the phases overlap and are not necessarily sequential. Implementation plans are adapted to meet the requirements of specific projects.

STRATEGIC PREPARATION AND PRELIMINARY REVIEW

The strategic visions of our clients drive the development of all of our projects down to the last detail. When we begin a project for new or existing clients, we never begin without first doing our homework. In addition to project specific preparation and review, we take the time to learn about your goals, organization, and culture and history. The initial phase of any project includes the following steps:

- Information Gathering: We will review all the available collateral and information, and develop the preliminary research plan in order to help solidify what is possible and desirable for the exhibit.

- Staffing Plan: A staffing plan, identifying the final Unified Field project team and consultants, if required, is completed.

- Preliminary Planning & Envisioning: In this phase, our project team meets to analyze the needs, requirements and objectives of the project, and to outline the overall technical and creative approach and options. Subject-matter experts, researchers, and other consultants are brought into the project at this early phase to ensure that they fully understand the objectives, opportunities and constraints of the project from the beginning. This phase normally includes an "envisioning" session, in which the project team brainstorms different creative approaches and technical solutions.

- Preliminary Client Meeting(s): At the client kick-off meeting, we will, if acceptable to the client, meet to discuss the goals and objectives for the project. We will present and discuss our findings from the information gathering and preliminary planning stages. If these initial discussions reveal required changes to the approach, the schedule or the scope of the project, we will make those revisions for your approval at once.

- <u>Schedule:</u> A preliminary schedule of phased work, indicating all significant tasks, critical paths items, benchmarks, and required resources is developed and updated throughout the process.

- <u>Report on Strategic Preparation Phase</u>: A report, including a description of the overall approach, technology, technical requirements, and project schedule is delivered to the client at the end of this phase.

INFORMATION DESIGN

We will determine the main interface features, the content within each module, and the navigation paths from screen to screen. It is in this phase that we begin a categorization of information types. We look at hierarchies of information and appropriate methods communicating information that foster creativity and retention. Next we draft several scenarios that describe how different visitors might view and interact with the exhibit. Analyzing the users needs and interests, we define objectives and provide options, specifying design solutions and navigational paths for intuitively operated, easily accessible software. Sketching the top line logic flows, we begin to explore metaphors for the user interface and navigation. We will complete any required revisions. With your approval, we will proceed to the next phase.

TECHNICAL DESIGN

In this phase, we will finalize the technical specifications, and review the specifications with the client to ensure that they meet the client's requirements in terms of functionality, ease of maintenance, compatibility with existing client systems, and so on. This phase includes the specification of software and hardware, if required.

INTERFACE DESIGN

In this phase the visual metaphors of the exhibit courseware start to become apparent. Our designers start to sketch different screens to formulate a graphic 'look and feel'. All design parameters are first reviewed with the technical team so that we are certain that the designs will meet load time and delivery requirements. When the design system and sample screens are completed, we will present them for review, and any required revisions will be recorded and completed.

PROTOTYPE DEVELOPMENT

All plans and designs are well set prior to beginning the prototype development. Phased, rapid strategic prototyping process allows a preview experience of the

exact "look and feel" of the interface with sample functionality. Carefully designing, building and testing prototypes allows for responsive development and responsive systems. Unified Field will develop a working prototype of one of the modules as a pilot program. Unified Field will modify the prototype according to feedback from the client before proceeding with development.

GRAPHIC DESIGN PRODUCTION

In this phase we produce all of the assets required for the completion of programming. Review and revisions of this phase are done internally. Once all of the elements are completed and internally approved, they are turned over to the programming department for development of the complete application. Any changes that may be suggested by the Smithsonian team are handled in the next review of the application.

SOFTWARE PROGRAMMING

Exhibit software programming begins after the prototype has been tested and reviewed by the client. We complete these elements of the program in sections, so they are available on our internal Intranet for on-going review. Once all revisions have been completed we begin final quality and assurance testing.

TESTING AND DEBUGGING

We conduct a series of internal tests on all our software at various stages. We also provide ample reviews and time for you to test, approve and / or revise. We will coordinate with the exhibit fabricators and AV Systems integrator through all phases of the project. We remain available to assist through installation and way beyond. Multimedia components will be tested for one month after delivery, as a burn-in phase, of the final product to ensure that no "bugs" show up once the exhibits open. Unified Field will be responsible for the testing of all products and for making any necessary revisions or corrections in order to deliver an acceptable product. Field-testing of the final version of each AV product will be conducted, and errors or bugs fixed, prior to final installation.

FINAL DELIVERY:

A final version of the product will be delivered in accordance with the requirements set forth in the National Parks Service Contract.

STAFF TRAINING:

Unified Field will be responsible for training the staff or consultants about how to use, troubleshoot, maintain, back up and understand the function of the software. We expect that qualified staff can be easily trained to maintain and update the media table. Generally, for a project like this we would like to have 2 days of training time for the exhibit.

DOCUMENTATION:

Unified Field will create a user manual, which can be used by the staff, to train new staff, and for reference. We will include all basic and special operating provisions, day-to-day maintenance requirements, periodic service requirements and all requirements for updating content and assets. We will provide two complete sets plus an electronic version (either CD or DVD) of all documentation. Documentation will also include schematics, operations, naming conventions and maintenance guidelines.

GUARANTEE:

Unified Field guarantees that all of our work will remain free of defects for one full year after the exhibit opening. Following installation, throughout the Warranty Period and for one year thereafter, knowledgeable members of Unified Fields staff will be available, at no additional expense to the museum. Replacement of faulty materials and workmanship related to the program will occur within 72 hours of notification at no cost to the Owner if failure occurs during the warranty period.

MANAGEMENT APPROACH

Unified Field has always aimed to go beyond expectations, and to achieve excellence in every product we develop. We have several audit systems that serve to guide us as we create new and innovative applications for our clients. Although each project is unique, there are several principles that are universal to all development efforts, regardless of content or method of deployment.

EXPERIENCE IN COMMUNICATING HIGHLY TECHNICAL INFORMATION

Unified Field has developed exhibits and interactive software for a wide variety of topics and technical implementations. We have extensive experience in working with subject matter experts in a variety of technical fields, and in communicating complex information to audiences that have a wide range of knowledge and experience.

EXPERIENCE IN MANAGING COMPLEX DESIGN PROJECTS

Software development is an iterative process, requiring facile communication between experts in a number of fields. We encourage the collaboration between diverse groups of both internal and external project contributors. We recognize that projects frequently evolve during the course of development, and from many different types of input, and intentionally design schedules and workflows to facilitate this iterative process.

Our project schedules are designed to be modular to the greatest extent possible, enabling us, for example, to proceed with programming development work while the content is being finalized, or to develop individual content modules separately. Because we have a wide range of experience in developing complex projects, we are not slowed by the need to often work with preliminary, sketchy, and incomplete information during final design stages.

The Project Manager works closely with all members of the project team, including the client, to ensure that this process works smoothly and efficiently. In addition, we provide two major tools to speed and facilitate communications and development. One is the Project Extranet, which makes all key communications, designs and prototypes instantly available to clients in a convenient format that is accessible from anywhere. The second is the creation of a software prototype early in the development process. The prototype enables our clients to see and experience the software in an early stage of development, and is an excellent tool for crystallizing the goals, content design and objectives of the final exhibit software. This process also helps us to work around clients' busy schedules and the need to get review teams together.

PROJECT EXTRANET

Unified Field will establish a secure extranet site for the project. The extranet will include key communications and call reports, documents such as the schedule and navigation design, and graphic designs. The project extranet is a highly efficient means for ensuring all relevant material are readily available to clients.

SCHEDULING AND BUDGETING

The project schedule is maintained in MS Project, and is updated on a continuous basis. Timesheets are maintained electronically for all Unified Field staff. Other expenses are tracked in QuickBooks, and the project manager reviews all project budgets on a regular basis. Unified Field has extensive experience in managing complex and large budget projects, and has an extraordinary track record for delivering superior work on time and on budget.

DOCUMENTATION AND KNOWLEDGE TRANSFER

Graphic Standards Guidelines will be included in the documentation. A digital design standards guide will explain the specific design aspect of the exhibit software. This manual will allow the Smithsonian Institute or one of its vendors to build new modules, and expand existing ones, while keeping the look and feel of the exhibit software consistent. The guide will also detail page layouts, color system, font types and sizes, buttons, icons and specific graphic elements.

SUPPORT, MAINTENANCE AND FOLLOW UP

This phase includes post project troubleshooting, technical support and guarantee.

- Post Project Troubleshooting and Guarantee: The project has been approved and it is successful and complete. Even with the best planning and flawless execution, a custom software product can run into unforeseen challenges. We request that as you use our software for 90 days, that you allow us to informally monitor its usage.

- Warranty: Unified Field guarantees one year of free troubleshooting and product support for every one of our projects since our inception. Our support for our products has been cited as one of reasons for our success in the industry.

- Technical Support: Call us for any reason during the next 90 days for any problems that arise from the design, implementation, or use of our product, and we will, at no additional cost, make all necessary and reasonable efforts to rectify. As your internal developers begin to work on additional modules and phases, we are available to answer any of your questions.

Normal technical support is from 8:30-5:00 EST Monday through Friday for

technical assistance after installation, for the first 90 days of implementation of the multimedia Intranet-based training. We can provide maintenance after this time, under a separate agreement, but generally find that corporations become totally self-sufficient with the programs we design and build.

PLANNING FOR SUCCESS

Key to a successful project is detailed accurate planning, which must include modeling of the development plan, a full schedule of tasks, and the team resources from Unified Field and the client that will be allocated to each task at each stage in the project. Unified Field uses a modified PERT/CPM methodology in tandem with our own Multiple Project Resource Allocation Model (MPRAM), to ensure that the planning of all projects is as complete as possible.

First, Unified Field develops a PERT/CPM based schedule to identify all critical path tasks, benchmarks, milestones, etc. Once critical path tasks have been identified, Unified Field employs our MPRAM to add multiple resource redundancy into the project, to further ensure that the project can be completed on time and on budget.

Unified Field maintains individual and master project schedules in Microsoft Project. Project schedules are updated on a continuous basis. In addition, we hold mandatory weekly meetings for all project managers to review the workload for all staff during the week, and to resolve any issues that might arise.

OPEN ITEM TRACKING

The project manager will generate and retain an open items log throughout all stages of the project, divided into several categories (administration, media, multimedia etc). The log is a dynamic document, continually updated as issues evolve. The project manager will keep notes of conversations, track correspondence and extract information from meeting minutes to identify issues which require participation from the team. Each is recorded, briefly described and assigned to the relevant party(s), assigned a target completion date and provided an explanation of the required closing actions The document is issued for information (at a minimum) on weekly basis, ensuring the team is informed of the open project issues and aware of their individual responsibilities and required tasks.

Centralizing the project related issues into a single document allows an efficient and coherent mechanism to identify, track, monitor and conclude the items that piece together to create the finished product.

MEETINGS

Periodic and regular interfaces between the project team are critical for success. At the earliest stage possible, a regular slot is established and confirmed each team member'-s calendar to ensure availability. It may not be necessary (or possible) for each team member to participate in every meeting, however it is important the time slot is always allocate. In advance of the meeting / phone conference, our Project Manager will carry out the necessary preparation to ensure the allocated time is used as efficiently as possible, and the participant's use of time is productive. An agenda limited to the items which require discussion is issued to the meeting invitees the day prior to the meeting. Unified Field will chair and minute the meeting, and work to ensure that all parties follow the predetermined agenda, before opening up the discussion for new business.

Minutes are issued within 2 business days of the meeting, and consist of a brief but concise record of items discussed, with the resolutions or required actions as agreed. We consider streamline, effective communication as the moist effective means to expeditiously solve problems; i.e. the issue at hand must remain in focus. We strive to ensure that only pertinent information is discussed, ensuring that team members have maximum time available to work to resolve open issues.

ITERATIVE REVIEW AND REVISIONS

At every major phase in the project, Unified Field engages our clients in a dialog to ensure that concept, design, prototype, development, and implementation continue to be in accordance with the objectives, goals, and intentions of our clients. Our project plan details the formal review process towards the end of each major phase. We also are in constant communication with clients and project leaders to ensure that any potential difficulties are anticipated, identified and reconciled before they emerge.

CLIENT FEEDBACK

The incorporation of client feedback to design work sessions is clearly fundamental in achieving many of the project goals. The process of leading the necessary discussions will be driven by Unified Field; engaging the client team into thoughtful and dynamic dialogue with the respective team member and ensuring that design related issues or concerns are thoroughly explored. Each point will be recorded and issued in bullet point form to the design team; with the specific response / resolution added to the document, and reissued to the client with the subsequent document issue. This format will allow the evolution of

design direction to be identified, allowing a chronological explanation of why certain decisions were made in the preliminary stages of the project, which are often difficult to recall in the later stages.

TIME AND COST TRACKING

Unified Field maintains an automated time tracking system for all staff members. Project costs are tracked in QuickBooks. In addition, all project related costs are approved and tracked by Project Managers.

PROBLEM RESOLUTION

Unified Field maintains a flat organizational structure with a strong emphasis on communication and teamwork. In addition to the constant informal communication between the Project Manager, the client, and the design and production groups, we hold weekly team meetings. Problems, revisions and outstanding items are tracked on an-ongoing basis in a Project Progress Tracking Document (PPTD). The PPDT includes the date and description of the problem, the corrective action, the resources assigned to resolve the problem, and the completion date. In addition, all of our projects are subjected to strict quality assurance testing before delivery to the client.

RIGHTS IN DATA

We have read and fully accept the Rights in Data (FAR 52.227-17) (DEC 2007) clause of the RFP. As such we understand that the Government shall have rights in all data delivered under this contract, and in all data first produced in the performance of this contract. We will provide assignment of copyright. We will grant to the Government, and others acting on its behalf, a paid-up, nonexclusive, irrevocable, worldwide license for all delivered data to reproduce, prepare derivative works, distribute copies to the public, and perform publicly and display publicly, by or on behalf of the Government.

INDEMNITY

We will indemnify the Government and its officers, agents, and employees acting for the Government against any liability, including costs and expenses, incurred as the result of the violation of trade secrets, copyrights, or right of privacy or publicity, arising out of the creation, delivery, publication, or use of any data furnished under this contract; or any libelous or other unlawful matter contained in such data.

E. Summary of Deviations and Exceptions (if any)

Unified Field assumes that there will not be any deviations, exceptions or conditional assumptions with respect to this Request for Proposal.

Unified Field, Inc. understands the requirements of the Request for Proposal and accepts the terms. We accept the terms and conditions of all the paragraphs, as written in the proposal.